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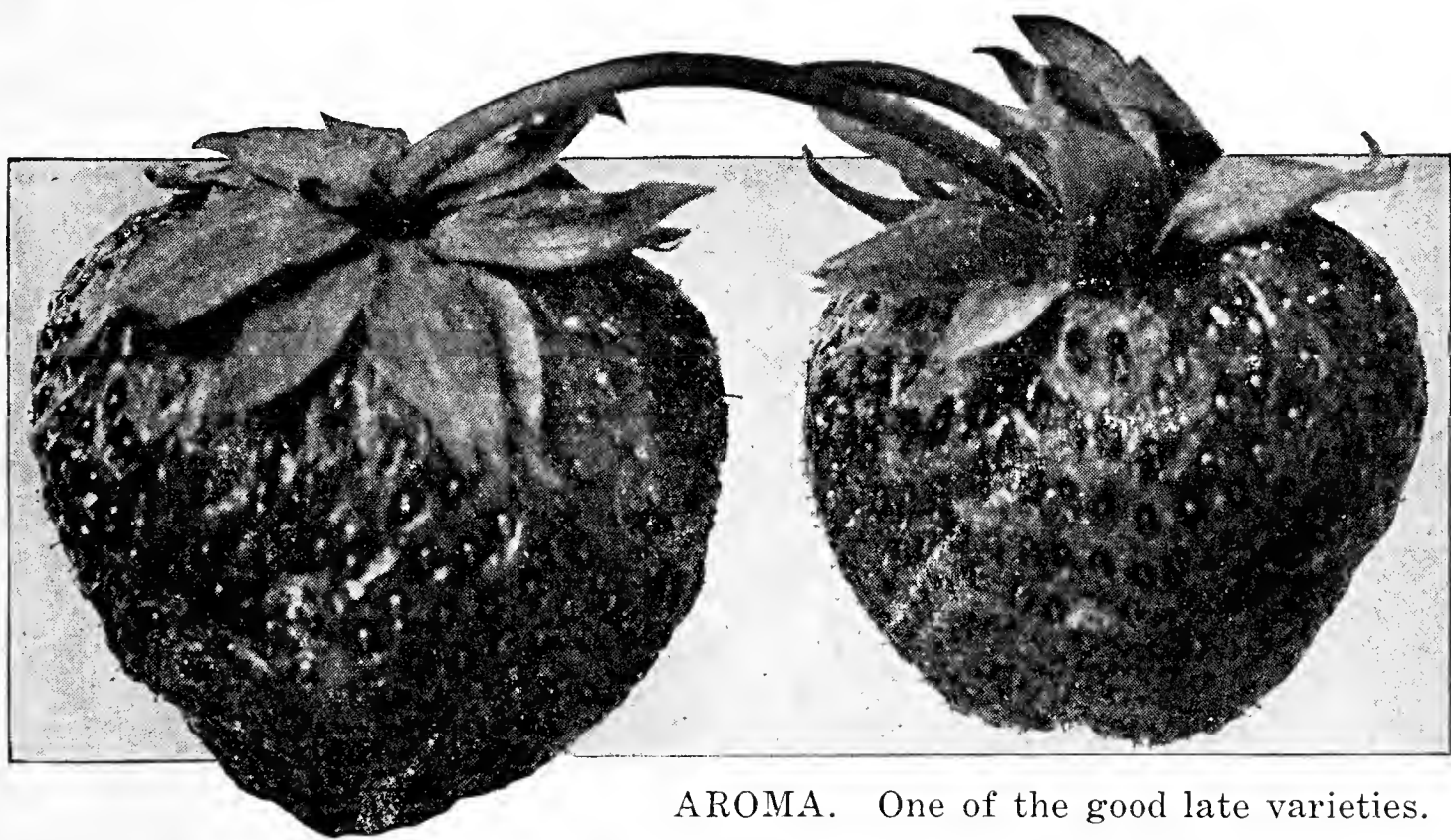
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U. S. Department of Agriculture

Shivers' 1935 Catalog of STRAWBERRY PLANTS

And Suggestions on How to Grow Them



AROMA. One of the good late varieties.

J. H. SHIVERS PLANT FARMS

Manager J. W. Jones & Son Co., 1928--1933

ALLEN, MARYLAND

Dear Friends:

I wish to thank all my good friends and customers for making it possible for me to send out this catalog again this year.

I started out last spring with a little uncertainty of continuing the Strawberry plant business under my own name. I had made so many friends and customers during the management of the J. W. Jones & Son Co. and having purchased the Jones' farm and place of business I decided to continue to serve the customers.

My policy is, as it always has been, to give every one a "Square Deal" and 100 cents in value for every dollar sent me.

The results from last year's business proved to be very gratifying.

My plants this year are as vigorous and heavily rooted as I have ever offered. The plants dug for fall orders have proven this. They are grown, dug, counted and packed under my own supervision. I have priced them as low as good plants can be bought allowing a fair margin of profit. They are a little higher than last year but the cost of producing them has increased also.

I have described them in this little booklet according to my idea of their true value, giving them their weak and strong points as to their growing conditions here.

I earnestly solicit your orders again this spring. My guarantee insures you of getting good plants and for less money. May I have the pleasure of serving you? Thanks.

Yours sincerely, JAY H. SHIVERS.



Plants to fill your orders are dug from beds like these

Paragraph from J. W. Jones & Son Co. 1933 catalog:

"Since 1928 Mr. J. H. Shivers, Jr. has been a partner and the manager. I believe that every patron has been served honestly and well in all these recent years, perhaps even better than when I was in active direction of affairs. They have been anxious to please each customer and have grown the very best stock possible of production. It happens this year that our stock of plants is grown on land that has never previously grown strawberries, and I know that Mr. Shivers has seen to it that they have been carefully kept true to name. The firm is in position to serve you as well as ever in all its past history."

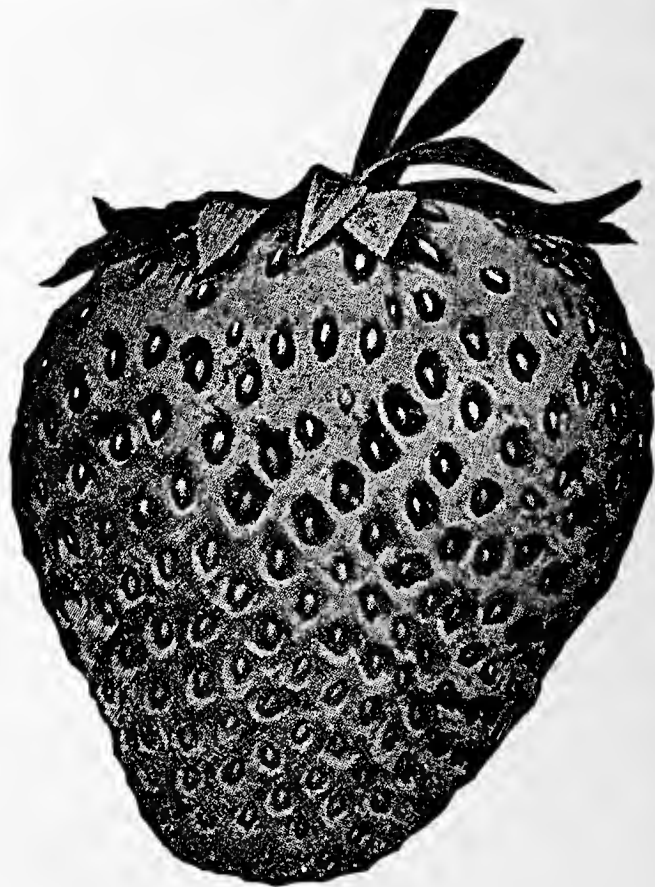
MY GUARANTEE

I guarantee every plant I ship to be free from disease, true-to-name and to arrive in perfect growing condition. If for any reason whatever you are not satisfied that you have received 100 cents in value for every dollar sent me, I will adjust it to your satisfaction.

Every customer a satisfied customer is my policy.



This shows how one of the plants looks when trimmed



For Quality Plant Chesapeake

WHAT I AGREE TO DO

I sell by catalog only, and to everyone at the same price, filling all orders with the same high-grade stock. Strawberry plants frequently can be shipped during warm spells in winter, and after March first in unlimited quantities. From then until May 1st I am busy every day filling orders for customers. After May 1st I can fill a limited number of orders but the earlier you secure your plants the more certain is your success with them.

I ship out only fresh dug plants in slatted crates with plenty of damp moss. They will carry as far as from any firm in the U. S. I will replace free of charge anything that reaches you in a bad condition, provided the transportation company has given it proper dispatch. If it has been too long on the road, refuse to receive it. I will refill your order and get my pay from the Express Co.

TRUE-TO-NAME. I use every precaution to have my plants true to name, and if any should prove otherwise I will replace it, but in no case will I be responsible for any sum greater than that paid for the plants.

My best references are the many satisfied customers, who have entrusted me with their orders. For bank references kindly write the Farmers & Merchants Bank, Salisbury, Md., or the Bank of Somerset, Princess Anne, Md. Enclose stamp for reply.

A WARNING TO THE WISE

Of course I wish to sell you your berry plants for this year. That is why I am sending you this little booklet, but really I am genuinely interested in your success, for the success of our customers is the basis of any success I may possibly achieve. May I point out that you can make a mistake:—

- First. By trying to get plants for a price below the cost of production for good true-to-name stock.
- Second. By digging your own plants and denying the variety you grow the advantage of a change of soil and climate, so often of such great advantage to them.
- Third. By a failure to get your plants in time to be set early, for an early planting is a big start on the road to success. Order early and have them shipped as early as there is a reasonable prospect of using them. The way my plants are packed they will keep, if placed where it is cool and damp, for several days after arrival.
- Fourth. By failure to get stock true-to-name. You want what you buy. I use the utmost endeavor to safeguard the customers in this respect, and believe that .999 per cent of all that I have ever shipped was true to label.
- Fifth. By setting plants not grown for plants alone. From me you get the whole bed, and from a warm, sandy soil. No short broken roots.
- Sixth. By buying any except fresh dug and well packed stock. I do not store any and I do pack them carefully in plenty of damp moss and in slatted crates that give the crowns plenty of light and air.
- Seventh. By paying more than good true-to-name and carefully packed plants are really worth. If you do not send me your order, "You may pay more but you will not buy better."
- Eighth. By a failure to select a proper soil, for every berry grower of extensive experience has found that frequently his berry plants refuse to grow. As a rule he has erroneously attributed this to disease in the plants, especially if they were purchased, rather than propagated by himself. Experiments have convinced many growers that the real trouble is in the soil itself, that there are certain places where it is practically impossible to grow berries successfully. Whether this refusal on the part of berry plants to grow in these given places is due to lack of a certain bacteria or plant food, or whether the soils contain some poison that kills the plant is a moot question as yet, and one that a number of State Experiment Stations are now at work on.

My experience in growing Strawberries has taught me however, that a number of kinds are practically immune from trouble on any soil, while there are others that have to be planted on favorable soils or they refuse to grow. In order that my friends may have the benefit of this experience I propose to call attention to those kinds which will grow anywhere. You may count on Blakemore, Premier, Dorsett, Fairfax, Big Joe, Lupton and Big Late giving you a good bed, if any kind in existence will,

Successful Ways of Growing Strawberries

PLANTING GUIDE

In this limited space I will give directions for the most necessary details for successful strawberry growing. You may get more information by writing us or from the U. S. Department of Agriculture, at Washington, D. C., who will upon request, send you bulletins on strawberry culture, free and postpaid. A strawberry grower should take this means of keeping in touch with the newer developments and methods being employed in present day strawberry culture.

SOIL. Practically any soil that will grow good field crops will grow good berries—good rich, sandy loam preferred. All kinds of fruit plants demand that the soil be able to hold moisture well, and at the same time drain easily.

FITTING THE SOIL. Soil for setting strawberry plants should be plowed deeply and harrowed until it is loose and level. I like Fall plowing as it allows the soil to settle and turned under vegetable matter to decay. Spring plowing is all right, but Fall plowing is better when possible. The land should be thoroughly harrowed in Spring, followed with a culti-packer or roller to preserve moisture after planting.

MANURE AND FERTILIZER

Stable manures are the best fertilizers, I have found. They not only furnish the necessary plant food, but also make the heavier soils of finer texture, and the light sandy soils of greater water holding capacity. Should be applied and plowed under in the fall.

Where home manures are not convenient, it is a good plan to broadcast a heavy application of commercial fertilizers just before the plants are set in the spring (two to three weeks in advance is not too much). Sheep manure is good, also a mixture of 1500 pounds of tank-

age and 500 pounds of acid phosphate is another good mixture, apply 1,000 pounds per acre. Pure raw bone meal broadcast or applied in the drill directly under the plants is safe at the rate of 600 to 800 pounds per acre. Raw bone meal will not injure the plant roots no matter how heavy you apply it, and is about all the fertilizer I can recommend to use directly under the plants.

WHEN TO PLANT

The best time to plant is sometime during March or April, or as soon as ground can be made ready for planting. Order your plants as early as possible; plants set early start quicker and make a more vigorous growth of plants. I begin shipping about March 1st.

Many inquiries come in regards to planting in August. Plants at that season of the year are not matured enough to permit digging or shipping. Therefore Spring is the most natural and successful time for planting. Some gardeners and growers insist on setting some during the late summer and early fall before our regular shipping season. If you wish plants at this time we will furnish them at double our regular catalog prices. This increased price is necessary as about half of the plants have to be thrown out because their rooting system is not sufficient for setting.

HOW TO SET PLANTS AND CULTIVATION

There are many methods of setting strawberry plants. No particular method has advantage over another except in the saving of labor. The important thing is to get your plants in the ground the same depth as they grew in the original bed and to pack the dirt firmly around the roots. This done, there is little choice as to the method of doing it. The cultivation is always important and should be started as soon as the planting is finished. If one will take the trouble to destroy all grass and weeds the year previous on land to be planted to strawberries, it will be found to pay handsomely, as the seeds thus destroyed will not be in your berry beds to plague the grower and run up the cost of hoeing. Keep them clean until frost, hoe shallow so as not to disturb the roots, and success is assured.

PERFECT AND IMPERFECT VARIETIES. Perfect flowering varieties planted alone will mature a crop of perfect fruit. Imperfect flowering varieties should have perfect varieties planted with them, at least one row for every five or six. When two varieties are used in equal amounts, they are often alternated three or four rows of each. In my price list, perfect flowering varieties are followed by "per" and imperfect varieties by "imp."

START TO SAVE BY ORDERING YOUR PLANTS FROM US

WHAT TO DO WHEN PLANTS ARRIVE

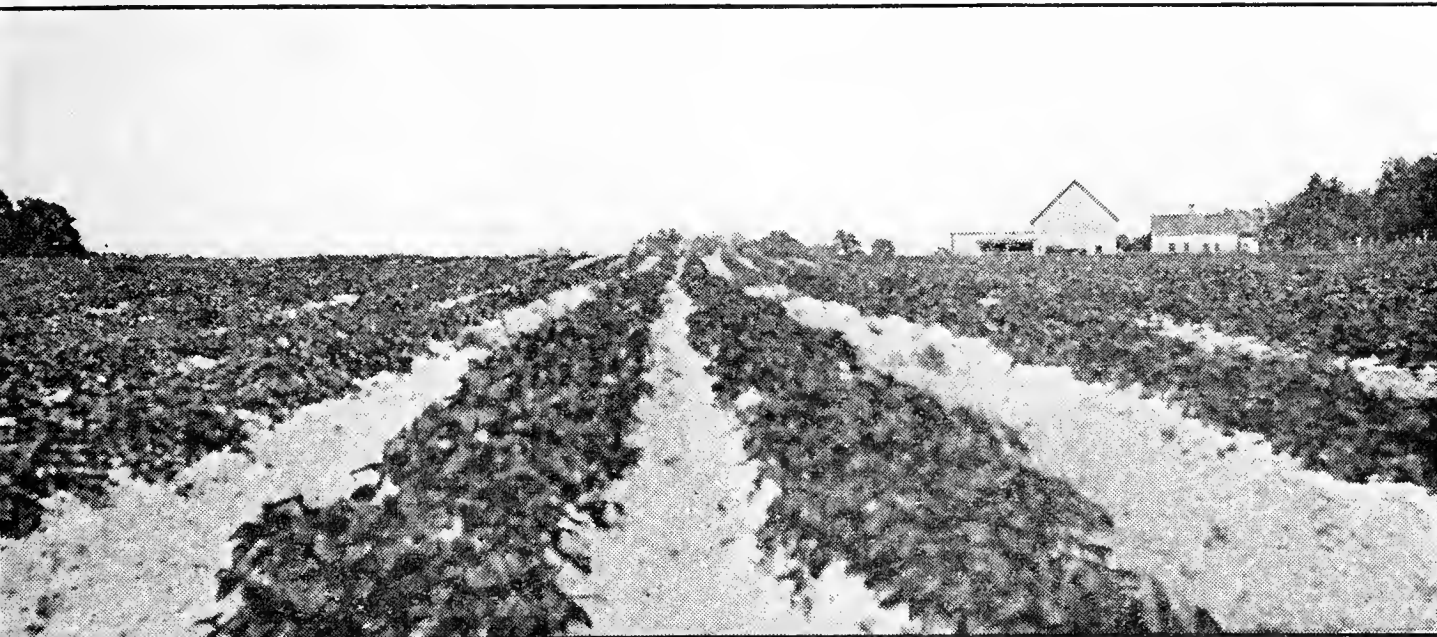
Set plants on arrival if possible. It will help if roots of the plants can be dipped in water and allowed to "plump up" for sometime before setting, perhaps over night. At any rate have them thoroughly moistened when planting. If anything prevents immediate planting and the weather is cool, the top of the crate should be taken off and the plants loosened in the crate, still keeping the roots covered with the packing material. Placed where it is cool, plants will keep like this two or three days. If weather is too warm to keep plants, or too cold to set them out they should be heeled in in some shaded or protected place. Dig a V-shaped trench, open the bundles, spread them out in thin layers with buds just even with the surface of the ground and firm the soil back against the roots of the plants. If necessary several layers of plants can be heeled in the same place with one or two inches of soil between each layer. Wet the soil and plants thoroughly when heeling is done.



If it is flavor you want you should plant Dorsett

EARLY VARIETIES

BELLMAR. Originated by the Department of Agriculture, and the results of ten years of experimental work by the Department, being selected from more than 55,000 new seedling varieties, Bellmar is a scientific cross between Premier and Missionary. Being of the same parentage as Blakemore, and from observations made during fruiting periods in different sections of the country, we have every reason to believe that it will soon become a leading extra early variety, as it is a vigorous grower, and very productive of fruit, comparing in size and color with the Premier, quality better and a more firm texture. Should be given a test by every grower.



IT WILL CERTAINLY PAY YOU TO SET OUT SOME OF MY
STRAWBERRY PLANTS

BLAKEMORE. A promising new variety of strawberry that was introduced by the U. S. Department of Agriculture in 1930. It was thoroughly tested in most of the large strawberry producing sections of the United States prior to introduction and seemed to readily adapt itself to local conditions existing where it was planted. With us it is a very free plant maker and should not be planted too close when set for fruiting purposes. It shows unusual thriftiness and freedom from natural plant diseases. Some say it surpasses the old reliable Premier in making new plants, thriftiness and productiveness, but desiring to be conservative in our statements, we cannot say it is superior to the Premier, but it will equal it in these three points. It will outyield the Missionary and Klondyke and the fruit is much more desirable. The fruit averages larger than Missionary. The most outstanding characteristics of the Blakemore are its uniformity of ripening, its firmness and ability to stand shipping to distant markets and arrive there with a bright, fresh look. It shows unusual ability to hold on the vines from one to three days after it is apparently ripe without any waste. It is conceded to be from one to four days earlier than Missionary or Premier. I recommend this variety for general planting.

Mrs. Ziemer of Pa. says: Last year I sent with my neighbor for 5000 Chesapeake strawberry plants and I never got nicer plants. This year I am sending you another order direct. The plants were strong, and healthy and very few died. I hope to receive the same kind of plants this year.

IF YOU WISH PROMPTNESS AND PERSONAL SUPERVISION
OF YOUR PLANTS, SEND YOUR ORDER TO ME

DORSETT. Named for P. H. Dorsett, of Glenn Dale, Md., formerly senior agricultural explorer of the United States of Agriculture, who has introduced into this country many thousands of new plants, including some strawberries, particularly from the Orient.

The Dorsett is a vigorous growing variety, under normal conditions producing many runners and making a heavy matted row, which may become too dense when it is grown on rich soil. The leaves are usually smaller and not so glossy as those of the Fairfax and slightly lighter in color than those of Premier.

Its ripening season begins at about the same time as that of Premier, but a much larger early crop is produced. The fruit is usually conic in shape, sometimes long conic, and the early berries are somewhat irregular. The color is bright red, lighter than Premier, especially late in the season, with greenish, yellow, or reddish seeds, and it does not become dark when the fruit is overripe. The seeds are slightly below the surface, which, together with a somewhat tender epidermis, makes it more susceptible to bruising than Fairfax, but not so susceptible as Premier. The flesh is pinkish red, somewhat firmer than Premier, but not as firm as the Fairfax. It will not stand long-distance shipment without careful handling.

Its flavor is mildly subacid; under normal conditions it is sweet and very pleasing, but not as rich as Fairfax. However, when the fruit is overripe the flavor does not become so objectionable as in many other varieties. In one season of much rainfall in Maryland, when berries lacked sweetness, the flavor was better than that of Fairfax. It has succeeded especially well on heavy soil.

DUNLAP. It is gradually being replaced by Premier because Premier berries are earlier, larger, better quality, and more handsome in appearance. Dunlap is still grown by many of its old friends and we have a nice stock of plants for those who know and want it. Berries are medium in size, bright rich red clear through, and fair to good in quality.

IMPROVED HEFLIN. Grows with great vigor on any type of soil and will always set a full crop regardless of whether the land on which it is grown is rich or poor. In fact we have never seen any that does so well on thin soils as it does. At the same time it responds recklessly to good treatment. Its weaknesses are its lack of firmness and tendency to grow too thick, and to suffer frost damage. It is not popular for shipment.

KLONDYKE. The old standby for shipping to distant markets, adapted to southern planting, berries medium to large, attractive red, flesh very firm and red to the core. Medium in quality, good plant maker, and yields good crops. Commands top prices on the market.

GROW STRAWBERRIES FOR EARLY CASH RETURNS



It is predicted that Fairfax will be the leading early berry

FAIRFAX. Although its parentage is not definitely known, the Fairfax is probably the result of a cross of Royal Sovereign and Premier. It is named for the town and county of that name, in Virginia, the county being that in which Mount Vernon, Washington's estate, is located.

Under the conditions observed the Fairfax produces more runners than does Premier. It is, however, a moderate runner producer, not making a dense matted row. The leaves are dark green, somewhat glossy, usually large, and somewhat cupped.

In color the fruit is a bright red, becoming dark red when overripe. Because of its color and shape, the fruit presents a very handsome appearance. It is much firmer than present commercial varieties grown in the East, having much tougher skin than Premier, and it will stand long-distance shipment, especially when grown under moderately dry conditions. The Fairfax has a rich flavor and is very sweet when normally grown. However, in seasons of excessive rainfall in the East its flavor may be less rich.

I am sure you will be rewarded in setting part of your field in this variety.

PREMIER (Howard 17). There is very little I need to say about this variety which has been tested favorably from Coast to Coast, from Maine to Florida, and as yet there has never been any berry to take its place. The Dorsett and Fairfax may prove to become as popular.

It has the longest fruiting season of any strawberry known. Grows well on any good rich soil in any part of the country. The Premier makes an abundant growth for a good fruiting bed, has vigorous foliage, therefore, being considered almost frost proof.

The berries have a bright green cap, and are large, glossy, uniform in shape and are red all the way through.

If you are going to raise strawberries for market, you cannot leave Premier out of your planting list. Plant Premier and you will be assured of a crop and profit.

Helpful Hints for the Roadside Market

EARLY VARIETIES

For appearance and flavor would suggest Dorsett, Fairfax or Premier. For canning, I would say Blakemore has no equal, because of tartness and acidity.

MIDSEASON VARIETIES

Big Joe can't be beat if you put plants in good land, and they make a plenty of foliage. The berries are large, with a green cap and produce an attractive berry with a good flavor. Do not put plants in high, thin land as they will not do well. Haverland and Aberdeen are also good.

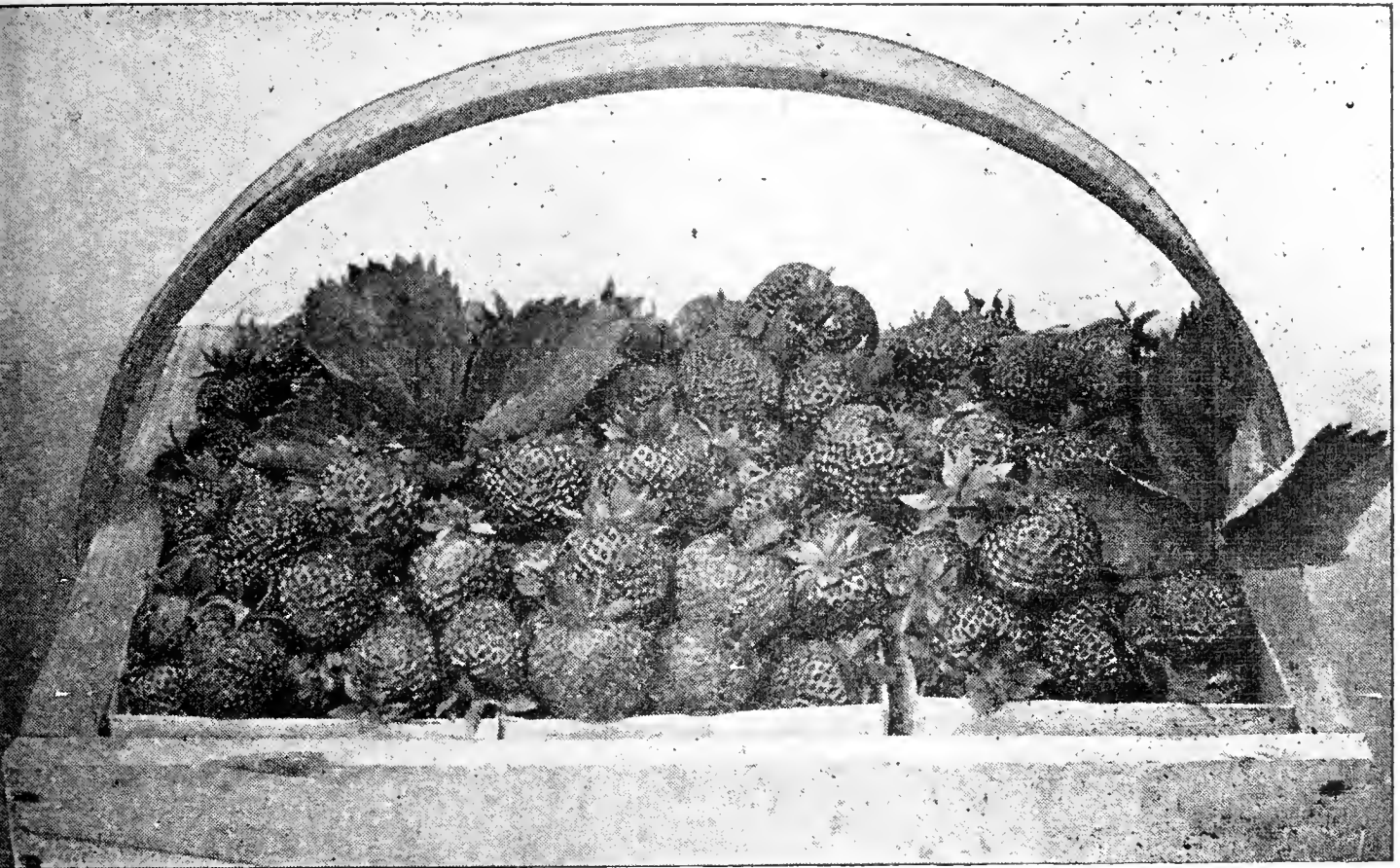
LATE VARIETIES

If you wish strawberries for appearance, would say plant Lupton. Plants make a good bed of foliage, produce large berries with green cap, but the flavor is not equal to some of the other late varieties. For instance, Wm. Belt or Chesapeake. They produce berries that have a handsome appearance and fine flavor.

Should you be interested in Everbearing varieties, would suggest Mastodon or Super Giant for size and appearance, but no everbearer has ever surpassed Champion for flavor, although the berries are much smaller.

Fayette County, Ky., May 1, 1934. Plants came in due time. You certainly sent me the most wonderful plants I have received for many years. As to count, I was very much pleased. This being my 44th year in buying plants and growing berries. As you readily see I am no amateur in the berry business. What we want is size and quality as we are very close to city and have a roadside market. Would you suggest something for it when your busy season is over. I will thank you.

W. C. Karsner.



Aberdeen is proving very popular in some sections

MIDSEASON VARIETIES

ABERDEEN. A comparatively new variety becoming very popular in eastern Pennsylvania and New Jersey, and justly so, for it has much to recommend it. The plants show unusual thriftiness, making an abundance of new plants, and we recommend planting the Aberdeen 24 inches apart in the rows. The Aberdeen is unusually productive, equaling or surpassing the Premier. The berries will average larger than Premier, being somewhat pointed in shape, and most every berry is perfect in shape. Its ripening period extends from two to three weeks.

HAVERLAND. It is a heavy yielder, and can be depended upon to bring up a crop every season. If you have any berries at all, you are sure to have Haverland. It is one of the toughest and strongest growers on our list. The berries are fair size, long-conical, firm and a fair shipper, and it never rusts. Not so popular as it once was, but a wonderful berry in some places still, though Premier has about displaced it in many, if not most localities.

Mr. Calvin Davidson of Pa., says: Berry plants received in due time. Thanks for prompt shipment. Enclosed find another order.



Big Joe is the standard midseason variety

BIG JOE. No midseason berry that I have ever grown comes as near to being a worthy running for Premier, as does Big Joe. This variety does well on nearly all types of soil, but, like most others, responds quickly to good care and fertility. When grown for local or nearby markets where the shipping distance is not too great, Big Joe is one of the best money-makers we have. Locally, it comes in with fine, handsome berries just as many of the early varieties are beginning to run down, and brings a premium of a dollar or two per crate on anything then being offered. The plant is a vigorous grower, very healthy and very productive. The berries are large in size and have a large, bright green cap which increases their attractiveness. They are, also, very fine in quality. Market gardeners who retail their berries, those who sell at the farm or on roadside market, or, in fact, anyone who can get a premium for large, handsome, high quality fruit should include Big Joe in their plantings.

McALPIN. One of the greatest growers I have ever seen, doing well on light poor soil, in fact will grow anywhere. It is a fine shipper and brings the top of the market. Very productive of medium to large, scarlet colored, perfectly formed berries and unsurpassed in quality. I recommend McAlpin to all who want a vigorous growing productive and fine looking strawberry. It is a good medium late variety. You can plant it with confidence.

PAUL JONES. One of the most productive varieties on the entire list. On all soils, light or heavy, rich or poor, it brings the crop. It is a good, vigorous grower, making plenty of plants. It has an imperfect blossom and should be planted with Big Joe, Aroma or Premier. Berries large, of good appearance, and ships well. If you want a good crop plant Paul Jones.

LATE VARIETIES

AROMA. The best thing in its favor is its selling qualities. On all the Middle West markets Aroma is always quoted higher than average varieties, which in a season of over-production means a lot. My own experience leads me to recommend it as a good pollenizer, though it has not usually been recommended for that purpose. I have found it better than Chesapeake, for it is much more vigorous in growth. Certainly no grower can make a mistake in planting Aroma as it is a real money-maker in many sections.

BIG LATE. Has been grown in every section where strawberries are grown, and it has proven itself a great money-maker for the average grower. I have never tasted a better berry. It is surely the aristocrat of the standard varieties for quality. Plants are strong, erect, and hold the berries off the ground like cherries. Fruit medium to large, bright velvet red, and every berry looks like it has been varnished. Very few varieties equal it in production.

BURGESS. From Alabama and a seedling of Aroma. It is the claim of the originator that it is superior to that justly famous variety. If that be true; it is safe to say that we shall hear of Burgess for a long time to come. It is a good grower and we advise all our friends to give it a trial. The berries are very beautiful and firm and it is productive.

CHESAPEAKE. The aristocrat of strawberries when given good care and planted on good soil. It will not stand abuse, seeming to do best in dark, loamy soil and heavier soils where there is plenty of moisture. It will thrive on well-filled new land. Given these conditions, you will find it the most profitable berry to grow. Like the Premier, it is about frost-proof and bears abundantly, the plants having large, healthy foliage. These points of merit enable it to command the highest price possible for berries. The berry is very firm, so you can ship it to distant markets. You will always be able to command the top of the market with well grown Chesapeake berries.

GANDY. One of the leading late kinds and by some still considered the best. The only trouble is, that on dry soils or in a very dry season it cannot be depended on to bear well. Of extra shipping and selling qualities, it is still the leading market berry for late in some large berry producing centers. A free plant maker and good grower generally, yet sometimes failing in vigor.

GIBSON (Parsons' Beauty). Plants very productive, berries very good in quality and excellent for canning. I do not recommend it, however, except for a moist, swampy soil of fair fertility; but when given that, it is one of the greatest berries ever grown, provided the season is not too wet at picking time. If there is much rain when they are ripening they are sure to rot badly.

SAMPLE. Ripens in midseason about the same time as Aroma and Big Joe, and there is none that holds up better in size to the end of the season. Anyone wanting to plant main crop berries would do well to include Sample in their list. It is reliable, especially in Pennsylvania and the Middle West. Big Joe and Sample make a great pair.

Perry Co., Pa., April 9, 1934. Please send me the inclosed order about May 1st. I bought plants from you last year and I liked them very well.
Joseph P. Jones.

Mr. Clarence F. Fisher of Pa., says: Please let me know if you have any more strawberry plants to sell and the price. Mr. Longenecker said he had bought plants of you. I would be much pleased if you can supply me with the same kind of plants he got. It is getting late but I will take a chance on them. June 1, 1933.

Muskingum Co., Ohio, March 19, 1934. Enclosed money order for 8000 plants. Will telegraph when I wish order shipped. The plants I received from you last year grew fine. I hope these will do as well.
A. R. McFarland.

Muskingum Co., Ohio, April 12, 1934. Received shipment of strawberry plants today and will say they were as fine as I ever bought anywhere and were the best packed that I ever saw. Many thanks for your promptness and fine plants. I will certainly recommend you to any one.
W. E. Leasure.

Norfolk Co., Va., March 27, 1934. Received plants in fine shape and I am very well pleased with them. Thanks.
J. J. Mansfield.

Rockingham Co., Va., April 17, 1934. I ordered 5000 plants from you last spring. They were fine plants, grew well and look good to me now.
Harry E. May.

Cumberland Co., Pa., April 24, 1934. I received the berry plants in excellent shape this morning. Thanks.
Geo. I. Kell.

DO YOU WISH TO SAVE MONEY? THEN ORDER YOUR PLANTS FROM J. H. SHIVERS PLANT FARMS, ALLEN, MD.



Lupton is a fancy berry but the flavor could be better

LUPTON. The fruit is very firm and extremely handsome, in fact I do not know of any kind in existence today that shows up to better advantage when crated, and it is as productive as any kind we have ever grown that was a real fancy berry. It is a perfect flowering kind and is suitable for pollenization purposes if needed, ripening in early midseason. It is not a rampant plant maker, but has never failed to make a good bed for us and the plants are heavily rooted and full of vigor. I say again, if you want a strictly fancy berry plant Lupton, but we do not advise that it be planted on any but a good, rich soil. I have an unusually fine stock of plants for this year and feel sure that those who plant these will pick a heavy crop of berries in 1935. In this immediate vicinity it has partly supplanted the long time popular Big Joe, chiefly because it suffers less frost damage.

WILLIAM BELT. This variety is the standard of excellence for quality. Berries average large in size, being somewhat irregular in shape, having an attractive cap, and the berries themselves are a bright, glossy red, which makes them very handsome. On any market where quality and appearance predominate among the buyers the William Belt will prove a good money-maker for the grower. It does best in the middle and northern states. It can be depended on for plant growth and productiveness. I recommend it to lengthen the Chesapeake season with a high quality berry.



EVERBEARING VARIETIES

CHAMPION OR PROGRESSIVE. I find them the same. This without doubt is one of the best everbearing strawberries grown. It is the most prolific of all. When you plant these you are certain of success because three months after planting every plant will commence bearing, and continue all through the summer and late in the fall. The runners will commence to bear, even before they have taken root.

MASTODON. Is one of the largest of Everbearing Strawberries. Attractive in size and color with a nice large green cap, bringing top prices on the Fall market. It is also noted for producing an abundance of fruit again during the early summer harvest along with other June fruiting varieties. This variety should be grown by all who are interested in Everbearing Strawberries. A roadside market offering this attractive variety during the fall will profit in the Mastodon.

LUCKY STRIKE. Introduced recently by an eastern plant grower and is worthy of planting. I do not consider this variety equal to Mastodon, but it is superior to Champion and Progressive everbearing sorts. It is a persistent yielder of medium to large berries of very good quality and good appearances. Makes plants quite freely and is a vigorous grower. Will make a good bed of plants when other everbearing varieties fail. The berries have the seedy appearance of the Chesapeake. Does not yield as heavily as Mastodon.

SUPER GIANT. Plant growth is strong and vigorous, and quite productive but not equal to Mastodon in either vigor or productiveness. Berries are large, of good quality, and good in appearance. Fully equal to Mastodon in this respect. It is worth trying.

FOR ROADSIDE MARKETS

If you desire berries early then grow Dorsett, Fairfax and Premier.

If you wish berries in mid-season then plant Big Joe or Lupton.

If you desire a late berry then plant Chesapeake, Wm. Belt or Aroma.

If you wish berries in late summer and fall then grow Mastodon, Progressive or Super Giant.

If you desire berries for preserving then grow Blakemore, Premier, Dorsett, Fairfax or Chesapeake.

If you desire berries for appearance, quality and taste plant Fairfax, Dorsett, Big Joe, Lupton, Wm. Belt, Mastodon or Progressive.

MY GUARANTEE

I guarantee every plant that I ship to be free from disease, true to name and to arrive in perfect growing condition. If for any reason whatever you are not satisfied that you have received 100 cents in value for every dollar sent me, I will adjust it to your satisfaction. "Every customer a satisfied customer" is my policy.

J. H. Shivers.

New Castle Co., Del., March 23, 1934. Will you let me know when you could send me an order of plants, if weather permits. You should see the 1500 plants I bought of you last season. They would have covered the ground if I had let them. Some bed of plants: Big Joe, Lupton and Premier. I don't think anyone could beat them.

P. F. Lang.

WHEN TO ORDER AND HOW TO SHIP

ORDER as soon as you have decided what varieties and how many you want. Write plainly so that I can get your name and address correctly for prompt acknowledgment of order and delivery of plants.

EXPRESS is generally satisfactory and the best way to ship plants if your order is large, or if the distance is great. Express rates have been reduced 25% since last spring.

PARCEL POST is generally cheapest and most satisfactory for small shipments and with larger shipments in adjoining and nearby states.

Strawberry plants packed for shipment weigh approximately 4 pounds per 100 plants. Make up your order, calculate the approximate weight and if you do not know your zone from Allen, Maryland, use distances given herewith or ask your postmaster.

With zone rate published here you can easily calculate the amount of postage to send. Be sure to send postage enough as any excess will be returned. If sufficient amount to pay parcel post charges is not sent with the order, the plants will be sent by Express collect, or by parcel post, C. O. D., for the amount of postage due, as I cannot keep accounts and send bills for small items of postage.

Zone	Miles	1st Pound	Additional Pounds
1st	0 to 50	8 cts.	1 1-10 ct. for each or fraction
2nd	50 to 150	8 cts.	1 1-10 ct. for each or fraction
3rd	150 to 300	9 cts.	2 cts. for each or fraction
4th	300 to 600	10 cts.	3½ cts. for each or fraction
5th	600 to 1000	11 cts.	5 3-10 cts. for each or fraction
6th	1000 to 1400	12 cts.	7 cts. for each or fraction
7th	1400 to 1800	14 cts.	9 cts. for each or fraction
8th	1800 up	15 cts.	11 cts. for each or fraction

INSTRUCTIONS TO PURCHASERS

TERMS. Cash with order. Remit by Money Order, Bank Draft, Cash in Registered Letter or Personal Check.

PACKING. No extra charge made for packing at these prices.

TIME OF SHIPMENT. I ship plants from Nov. 1st to May 1st.

TRUE TO NAME. I take every precaution to have all plants true-to-name and I will refund your money if any prove otherwise, but I cannot be responsible for any sum greater than the cost of the plants.

LATE SHIPMENTS. All plants ordered shipped after May 1st will be packed and shipped in best possible condition but at purchaser's risk.

GROW STRAWBERRIES IN YOUR BACK YARD OR GARDEN

PRICE LIST OF STRAWBERRY PLANTS

BY EXPRESS, RECEIVER TO PAY CHARGES

Early Varieties	25	100	500	1,000	5,000
Bellmar (Per)	\$0.25	\$0.50	\$1.25	\$2.50	\$11.25
Blakemore (Per)25	.50	1.50	3.00	13.75
Dorsett (Per)50	1.75	2.75	5.50	25.00
Dunlap (Per)25	.50	1.25	2.50	11.25
Fairfax (Per)50	1.75	2.75	5.50	25.00
Improved Heflin (Per)25	.50	1.25	2.50	11.25
Klondyke (Per)25	.50	1.25	2.50	11.25
Missionary (Per)25	.50	1.25	2.50	11.25
Premier (Per)25	.50	1.75	3.50	16.25

Midseason Varieties

Aberdeen (Per)25	.50	1.25	2.50	11.25
Big Joe (Per)30	.70	2.25	4.00	18.75
Haverland (Imp)25	.50	1.25	2.50	11.25
McAlpin (Per)25	.50	1.25	2.50	11.25
Paul Jones (Imp)25	.50	1.25	2.50	11.25

Late Varieties

Aroma (Per)25	.50	1.25	2.50	11.25
Big Late (Imp)25	.50	1.25	2.50	11.25
Burgess (Per)25	.50	1.25	2.50	11.25
Chesapeake (Per)30	.70	2.25	4.50	21.25
Gandy (Per)25	.50	1.40	2.75	12.50
Gibson (Per)25	.50	1.25	2.50	11.25
Lupton (Per)30	.70	2.25	4.00	18.75
Parsons' Beauty (Per)25	.50	1.25	2.50	11.25
Sample (Imp)25	.50	1.50	3.00	13.75
Wm. Belt (Per)25	.50	1.40	2.75	12.50

Everbearing Varieties

Champion (Fall)30	.70	2.25	4.50	21.25
Lucky Strike (Fall)30	.70	2.25	4.50	21.25
Mastodon (Fall)40	.80	3.25	6.50	31.25
Progressive (Fall)30	.70	2.25	4.50	21.25
Super Giant (Fall)30	.70	2.50	5.00	23.75

FOR LATE SUMMER AND EARLY FALL PRICES.

If you wish plants from August 1st to October 15th double the prices given above. This increased price is necessary as about half of the plants have to be thrown out because their rooting system is not sufficient for setting.

Butler Co., Pa., April 5, 1934. The plants I got last year from you grew well for me. I would like to try Dorsett and Fairfax as ordered.

John C. Hemphill.



My plants are grown in a loose, sandy soil. You get all the roots.

My Guarantee

I guarantee every plant that I ship to be free from disease, true-to-name and to arrive in perfect growing condition. If for any reason whatever you are not satisfied that you have received 100 cents in value for every dollar sent me, I will adjust it to your satisfaction. Every customer a satisfied customer is my policy.

Schuylkill Co., Pa., April 18, 1934. One of your customers highly recommended your strawberry plants so I am sending you this order.
Charles O. Etarr.

J. H. Shivers Plant Farms

Allen, Wicomico Co., Maryland

Printed by The Tingle Printing Co., Pittsville, Maryland.